R J Reynolds
Tobacco Company

L. T. Wolfe #1240
Account Manager
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774 Fax 908-417-9076

July 29, 1996

Arthur Seibel
Paterson Tobacco
237 Van Houten
Paterson, N.J.
07501

Re: "Ice Box" 2 Carton Display Program

Dear Arthur:

Enclosed are two types of prebook forms for the "Ice Box" 2 carton display program:

- One is designed to be attached to invoices so the retailer can fill out and return to you
- The other is a packet of 25 prebook orders designed to be given to your salespeople so they can sell the program and earn an extra $1.00 per carton

The retailer gets $2.00 for buying a 2 carton display and the direct account or sales person gets $2.00 for selling a 2 carton display.

You will be reimbursed $4.00 for each two carton display sent out. A prebook form must be completed for each display sold and returned to Kevin Kroll for payment.

If you have any questions please let me know. Thanks for your business.

Sincerely,

Lanny

CC: Kevin Kroll
Greg Mitchell
Attachment

51846 9672

Source: https://www.industrydocuments.ucsf.edu/docs/mljy0000

51846 9673

'SURE ARE A GREAT SMOKE!'

Fresh Taste

ICEBOX

MENTHOLS

FULL FLAVOR BOX

17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method.

Attention Retailer:

NEW! "Ice Box"

From Moonlight Tobacco Co.

>The exciting new and different, premium menthol brand that everyone is talking about.

>Order a 2 carton display and get $2.00 (off invoice).

Complete and return this form to your wholesaler.

Wholesaler _____

- **"Ice Box" Menthol** Box 1 Carton
- **"Ice Box" Menthol** Light Box 1 Carton

Store _____ Date _____

Address _____

City _____ State _____

Delivery Date _____ Retailer Signature _____

Source: https://www.industrydocuments.ucsf.edu/docs/mljy0000

[redacted]

Moonlight Tobacco Wholesale Program

- Special Offer:
  - 2 Carton Display
    - » 1 - "Ice Box" Menthol
    - » 1 - "Ice Box" Light Menthol
  - $2.00 per display for Retailer
  - $2.00 per display to jobber salespeople
- # displays sold_____Salesman_____

Please turn in this form and prebook forms when all accounts have been contacted.

Source: https://www.industrydocuments.ucsf.edu/docs/mljy0000

51846 9675

'SURE ARE A GREAT SMOKE!'

Fresh Taste

NEW! NEW!

ICEBOX

MENTHOLS

FULL FLAVOR BOX

17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method.

Wholesaler _____

- *"Ice Box" Menthol Box* 1 Carton
- *"Ice Box" Menthol Light Box* 1 Carton

$2.00 Display Allowance

Store _____ Date _____

Address _____

City _____ State _____

Delivery Date _____ Salesperson _____

Retailer Signature _____

Source: https://www.industrydocuments.ucsf.edu/docs/mljy0000